



NEWS RELEASE

Lacoste Chooses Centric Visual Assortment Boards and Centric PLM to Streamline Global Assortment and Product Development

The brand enlists Centric Software to harmonize and optimize multiple categories of products

CAMPBELL, California, June 17, 2024 – Lacoste, the iconic fashion-sport brand, has selected Centric Software’s Product Lifecycle Management (PLM) solution and Centric Visual Boards™, a visually driven assortment optimization solution. [Centric Software](#)® provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, outdoor, luxury, multi-category retail, cosmetics & personal care and other consumer goods to achieve strategic and operational digital transformation goals.

In a push to improve efficiency, accelerate product development and speed time-to-market, Lacoste wanted a digital solution to rationalize product information while also enabling them to leverage historic data. Specifically, they sought to adopt a single, company-wide PLM capable of streamlining the development of multiple categories of products all in the same system. With Centric PLM™, hand in hand with Centric Visual Assortment Boards, Lacoste will also accelerate and optimize the overall product offer including assortments adapted to local markets. Finally, the company wished to harmonize ways of working and capitalize on industry best-practices.

After thoroughly evaluating several vendors, Lacoste chose Centric Software because, according to them, Centric is the only solution that is truly fashion-focused and can adapt to all of their needs. Deciding factors in favor of Centric were the out

of the box (OOTB), high-configurability of Centric solutions, Centric team experience and integrated industry best-practice expertise.

“We are thrilled that a global brand like Lacoste has chosen both Centric Visual Boards and Centric PLM to drive the digital transformation of their assortment optimization and product development process,” says Fabrice Canonge, President of Centric Software. “We are honored to count Lacoste, a very highly regarded name in the fashion, luxury and sport world, among our clients. Their drive for ingenuity and their high standards of excellence will push us in our goals of continuous innovation and improvement, and we look forward to partnering with Lacoste as they achieve their short and long term success.”

Learn more about [Centric PLM](#) and [Visual Assortment Board](#).

[Request a Demo](#)

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-replenishment platform for retailers, brands and manufacturers of all sizes. As experts in fashion, luxury, footwear, outdoor home and related goods like cosmetics & personal care as well as multi-category retail, Centric Software delivers best-of-breed solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products.

- **Centric PLM™**, the leading PLM solution for fashion, outdoor, footwear and private label optimizing product execution from ideation to development, sourcing and manufacture, realizing up to 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Planning™** is an innovative, cloud-native, AI solution delivering end-to-end planning capabilities to maximize retail and wholesale business performance, including SKU optimization, resulting in an up to 110% increase in margins.

- **Centric Pricing & Inventory™** leverages AI to drive margins and boost revenues by up to 18% via price and inventory optimization from pre-season to in-season to season completion.
- **Centric Market Intelligence™** is an AI-driven platform giving insights into consumer trends, competitor offers and pricing to boost competitiveness and get closer to the consumer, with an up to 12% increase in average initial price point.
- **Centric Visual Boards™** pivot actionable data in a visual-first orientation to ensure robust, consumer-right assortments and product offers, dramatically decreasing assortment development cycle time.

Centric Software's market-driven, best-of-breed solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition appears regularly in world-leading analyst reports and research.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

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